



FOR IMMEDIATE RELEASE

**YORKVILLE MURALS RETURNS TO BLOOR-YORKVILLE
CELEBRATING CONTEMPORARY MURALISM AND PUBLIC ART**
*The annual three-day cultural event returns September 24th - 26th 2021,
and starts the season on Bellair St. this June with Café Artois Yorkville
and a mural by artist Nina Chanel Abney*

JUNE 2ND (Toronto, ON) - Creating a positive environment focused on art, community and new experiences and celebrating the return of public events, Yorkville Murals is pleased to announce its 2021 edition. The **annual three-day cultural event will take place from September 24th-26th**, and introduces a start to the season on Bellair St. this June with the **Café Artois Yorkville initiative and a mural by artist Nina Chanel Abney.**

New this year, **Yorkville Murals presents Café Artois Yorkville**, a beautiful and locally-inspired outdoor dining space which provides additional seating throughout Bellair St. in support of participating local restaurants. **From June 14th to November 1st, Stella Artois, in partnership with Yorkville Murals and the Bloor-Yorkville Business Improvement Area (BY BIA)**, has created a European oasis complete with lighting, tables, chairs and flowerbeds for a premium experience as the city begins to enjoy outdoor dining once again.

Amplified by a powerful art program with local artist and artist-in-residence **Kirsten McCrea**, Kirsten will lend her artistic eye to the project by painting colourful patterns on different areas of Café Artois, making the space more vibrant and in harmony with Yorkville's high-end spirit. Guests can enjoy a meal outdoors from participating Bellair restaurants including **Trattoria Nervosa, Coco Espresso Bar, Vaticano and Yamato** with neighbouring restaurants **Cibo Wine Bar** and **Hemingway's** also taking part in the initiative.

"Café Artois Yorkville and the start of the Yorkville Murals season creates a perfect setting for our neighbourhood restaurants to reopen their outdoor dining for the city," **says Briar de Lange, Executive Director of the Bloor-Yorkville BIA.** "We're thrilled to see the continued collaboration between Yorkville Murals and our local businesses, and we look forward to celebrating the 2021 edition safely with the community."

Coinciding with the launch of Café Artois Yorkville, Yorkville Murals is also pleased to unveil a thoughtful and provocative public mural by artist **Nina Chanel Abney**, curated by **Ashley McKenzie-Barnes for ArtworxTO: Toronto's Year of Public Art.** Titled "**Generally Speaking**" the project animates and transforms Bellair St. and the Yorkville neighborhood by injecting sentiments of joy and hope



through a bold and colourful piece that changes the status quo, asking pedestrians to 'stop' for a moment of consideration.

“We’ve established Yorkville Murals as a highly-anticipated annual event that brings people together through public art and evokes positive emotion within the community.” **says Alan Ganev, Director of Yorkville Murals and Tagliatella Galleries.** “It’s incredibly rewarding for us to have the opportunity to safely continue the festival this year and create vibrant new works and initiatives throughout the neighbourhood starting in June. Yorkville Murals supports a positive environment focused on art, community and new experiences, and we couldn’t be more excited for what we have upcoming for our three-day event when it returns in September.”

The 2021 edition of Yorkville Murals has been designed as **a safe, self-guided experience in the heart of Toronto.** Through the creation of artistic murals in Bloor-Yorkville, and the implementation of cultural activations, the project further reinforces the neighbourhood as a landmark for public art and culture. This year, the event is also a program partner of the **ArtworxTO: Toronto’s Year of Public Art 2021-2022.**

More information on the three-day annual Yorkville Murals event from September 24th-26th, including artist installations, speaker panels, and movie screenings, will be announced soon. Stay up-to-date by visiting www.YorkvilleMurals.com.

Please note, the June 14th opening date of Café Artois Yorkville is contingent on the Province of Ontario moving into Step 1 of reopening, when outdoor dining is allowed to resume.

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About Yorkville Murals:

Toronto’s Yorkville Murals is an annual three-day cultural event that celebrates contemporary muralism and public art. It will take place from September 24-26th. Through the creation of artistic murals in Yorkville, and the implementation of



cultural activations such as artist installations, speaker panels, and movie screenings, this project focuses on making Yorkville a landmark in Toronto for public art and an ultimate tourist destination.

The event organized in partnership with the Bloor-Yorkville Business Improvement Area is also a program partner of the ArtworxTO: Toronto's Year of Public Art 2021–2022. YVM builds on Yorkville's reputation as a historic enclave of Toronto's early twentieth century art scene. The event has been designed as a safe, self-guided experience in the heart of Toronto.

About INK Entertainment:

INK Entertainment is a leading lifestyle, hospitality and entertainment company. Operating since 1982, INK Entertainment has demonstrated an enviable ability to read the pulse of ever-changing cultural times and tastes, responding with a host of successful enterprises, including the luxury boutique Bisha Hotel, critically acclaimed global restaurant brands Byblos (Toronto & Miami), Weslodge (Toronto & Dubai), FIGO, Estia, La Société (Montreal), Patria, Sofia, and STORYS Building; private member club The Spoke Club, Canada's largest Dance Music Festival VELD Music Festival; a number of trendy clubs, including REBEL, Toybox, CUBE, the gaarden, Cabana Pool Bar and Dragonfly Nightclub; and Tagliatella Galleries first Canadian location.

About Bloor-Yorkville:

Since entrepreneur Joseph Bloor founded the Village of Yorkville in 1830, the heart and soul of Toronto has distinguished itself as a premier shopping, dining and cultural destination. The Bloor- Yorkville neighbourhood is bordered by Scollard Street to the north, St. Mary Street to the south, Avenue Road to the west and Church Street to the east. The Bloor-Yorkville BIA initiates and funds many neighbourhood improvements, including the newly improved Bloor Street trees, gardens and granite sidewalks. For the latest information on stores, events and parking facilities, visit www.blooryorkville.com. Find Bloor-Yorkville on Facebook and follow @BloorYorkville on Twitter and Instagram